

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Inventor:	Stephen Mase	Confirmation No.:	5444
Appn. No.:	10/644,651	Examiner:	Goldman, Michael H.
Filing Date:	August 20, 2003	Group Art Unit:	4127
Title:	Marketing system based on customer preferences		

**AMENDMENT AND RESPONSE UNDER 37 C.F.R. 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action of November 1, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.